From Good to Great or Not So Much:

“Best Practices Used By High Functioning Nonprofit Boards”

by

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Why Are You Here?
Board Effectiveness
Does Your Nonprofit -

__Have a committed board, ED, staff & volunteers?
__Have a relevant mission statement to the board & community?
__Have Governance Policies & Bylaws?
__Have a dynamic 2 year strategic plan?
__Run efficient mtgs?

__Have a fund development plan?
__Have an improving & visible website?
__Developed social media strategy?
__Board Development & Recruitment Plan
__ED & Board Eval & ED & BD Succession Plan?
Board Role Challenges

Source: https://www.youtube.com/watch?v=D5owt1RBUpk
2019 Non-Profit Board Trends
2019 Non-Profit Board Trends

• Board develops strategic plan with board & staff member roles assigned and revisits at meetings.

• Board has developed vision, mission and goals.

• Board membership represents the community demographics served in its composition.

• Board has a developed an “Inclusion” Policy for board meetings and new board member recruitment.
2019 Non-Profit Board Trends

• Board expects attendance and keeps board minutes of meetings & posts online.
• Board has a “Term Limit” Policy; usually (2) terms with 1/3 of board rotating off at a time to provide board continuity moving forward. Board builds this into it leadership succession plan.
• Board conducts a “New Member” Orientation
• Board has a developed Annual Community Engagement Funding Plan with accountability.
• Board utilizes diverse fundraising methods.
2019 Non-Profit Board Trends

Next-generation re-engagement. With the Baby Boomers retiring, the next generation is very different. Non-profits will have to learn to change and evolve faster according to demands.

Inclusion
Efficient Boards Have BD Member Job Description

- Set a strategic direction that adopts goals relating to the nonprofit’s mission with outcomes
- Adopt policies so that the nonprofit can run efficiently, effectively, legally and ethically
- Interpret the nonprofit’s mission, values and vision to the public as determined by the Board in “one voice”.
Efficient Boards Have BD Member Job Description

- Secure adequate funds to achieve the nonprofit’s mission through the 3 T’s of board membership: time, treasure, and talent.
- Sign annual “Conflict of Interest” Statement.
- 501 (C)(3) Tax Exempt & IRS Accountability
- Hire, supervise, evaluate and support and or fire the director
Is Your Board Focused on the Right Thing?

What is the most important nonprofit’s attribute to consider?

MISSION

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Do You Have A Dynamic 2019-2021 Strategic Plan

• Key Goals:
  • Community impact & outreach
  • Fundraising diversification and expansion of the donor base
  • Develop outcomes measurement review process to formally monitor program impact.
  • Board development
  • Diverse Board Recruitment
Efficient Board Meetings

• Board Chair is the key & sets the agenda with the board in advance of meeting.
• Use nonprofit portal to give materials in advance.
• Use executive session to discuss issues, vote and commit as an entire bd.
• Use "inclusion" policy at meetings
• Revisit mission & strategic plan process with accountability.
Your Nonprofit Brand

• How is your nonprofit perceived by
  – By your board
  – By your community
  – By your donors
Nonprofit’s Identity

- Website
- Case Statement
- Internal & External Talking Points
- Social Media Presence
- Brochures/Press Releases
- Assigned Board/Staff roles in Advocacy

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The BOD Recruitment Plan

• **Mission Driven**

• An ongoing process all year!

• **Simple Case for Support** – Why would one want to join this board?

• **Train** BOD to cultivate potential leaders at events, socials, media and develop relationships

• **ID potential people who “do” & match priorities**
Implement & Evaluate Plan

• What new potential candidates have appeared?
• Track progress
• Laying the basis for next year’s plan
  – Closing the loop and continuing the process
  – ED & all of the Board engaged & involved
Recommendations

- A dynamic strategic plan moving forward.
- Evaluate Board communication internally & externally.
- Efficient meetings – purposeful & utilize a consent agenda.
- Evaluate community engagement through (one voice) board representation and utilization of website and social media.
- Develop “Engagement & Inclusivity” in board and community relations.
Recommendations

- Develop and/or evaluate the fund development plan for 2019-2021 with case statement & both board & staff roles defined.

- Diversify funding sources (donor & programs) and board member training on donor cultivation.

- Ongoing strategic new member board cultivation with attention paid to changing donor & member ages (Gen X & Millennials)
Recommendations

- Address burnout, review positions and replacement recruitment for key roles.

- Board Leadership and Executive Director Evaluation & Succession Plans
Action Steps

• Goals  Objectives  Leadership  Timeline

• Accountability
References

- **Board Source.** Best Meetings I’ve Attended
- **Board Source.** Checklist of Board Roles & Responsibilities.
- **Board Source.** Recommended Governance Practices
- **National Council of NONPROFITS.** Tip Sheet for Candid Conversations about Board Governance "How are we doing?"
- **National Council of NONPROFITS.** Good Governance is Like a Recipe.
- [https://www.youtube.com/watch?v=D5owt1RBUpk](https://www.youtube.com/watch?v=D5owt1RBUpk) Board Roles
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Board & Fund Development, Collaborative Planning, Outcomes Assessment & Presentations